RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1810
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

TO:	RJR ACCOUNT #: #180000	CC:	162605
	R. RINDE ELMIRA DISTRIBUTING	CC:	
FAX #:	(607) 733-6989		

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	45
25469	6M		DORAL MEN LT 100	2	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	2	1 (ONE CTN)	

PRODUCT PO # 081798

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
$2,046.97	EFT $ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
41	NO. OF DISPLAYS ON CUSTOMER LIST
$84.00	PACKING PAYMENT ($14.00 X 6 (6M) PROMOTED CASES)

DISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
4	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/ylmy0000

WHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1				(716)243-2426
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607)796-9208
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162605	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1				(607)739-1948
162605		763557	LINDA'S CITGO	ROUTE 14	MONTOUR FALLS	NY	14865	1				(607)535-4165
162605	162228	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	1				(607)739-2731
162605	162228	762547	CAESAR'S PARTY WORL	2077 LAKE RD	ELMIRA HEIGHTS	NY	14903	4				(607)734-2419
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	2				(607)739-5401
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1				(607)594-3846
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1				(716)394-4490
162605	162228	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	1				(607)734-2379
162605	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	2				(607)732-4522
162605	162228	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	4				(607)734-4296
162605	162225	595846	POPPERS	110 VICTORY HWY	PAINTED POST	NY	14870	4				(607)936-0266
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	1				(315)597-6300
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	2				(315)548-5046
162605		586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	1				(607)737-6338
162605		419614	COLDIRION FUEL INC	759 E CHURCH ST	ELMIRA	NY	14901	1				(607)734-1507
162605	162225	022619	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY	14891	2	NYS			(607)535-2152
162605	162225	764298	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY	14869	2	NYS			(607)594-3688
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	2	NYS			(607)535-7515
162605	162225	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	2	NYS			(607)962-7675
162605	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	2	NYS			(607)936-4552
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607)739-8958

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 41

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 41

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Source: https://www.industrydocuments.ucsf.edu/docs/ylmy0000

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

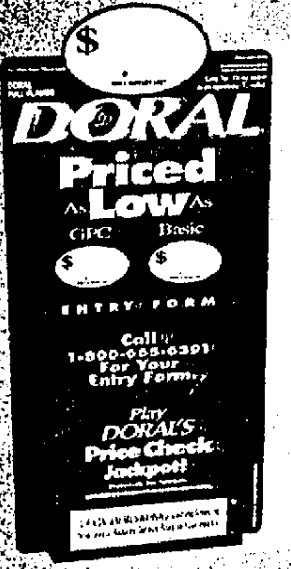
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

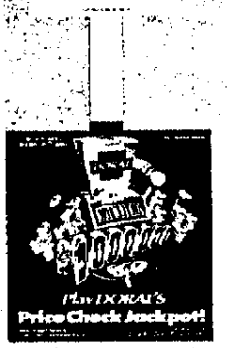
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card w/Entry Forms



Wobbler

Counter Display (40 packs per display)

Additional Support Pieces:*

Pack Outlet	**Cigarette/Tobacco Store Outlet**
Small Paster	Large Paster
	Banner
	Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

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